

Woodward & Lothrop

FASHION'S NEWEST COATS DRESSES and SUITS

They have been produced from the newest ideas received from Paris, who still remains, through her adversity, the supreme arbiter of women's fashions. These new models are the latest developments of style tendencies shown earlier in the season. Coats, Suits and Dresses are here that have never before been shown.



A HANDSOME ARRAY OF WINTER COATS

*New Styles, New Materials,
New Trimmings*

THE fabrics, the colors, the lines, the trimmings—all speak forcibly and definitely of winter and the most becoming coat modes that the leading designers have created. These Coats show the coat fashions in the way they will be worn throughout the season. They have the touches that really make distinctiveness, and fulfilling completely the mission of warmth and comfort which coats are sought for.

*Those who choose coats here will find
garments to meet fashion at every point*

Many of these coats have the most luxurious collars in the large and strikingly old-fashioned looking original shapes that typify the season's really smart modes. A great many lovely, loose and box-plaited coats; coats with high waist lines, and coats with natural waist lines. The belt or sash in one form or another makes its appearance with such regularity and diversity that every woman must accept in gracious charm and youth-giving effect.

All of them are fabrics with the softness of down, the thickness that repels wintry winds, and the lightness of weight that really astonishes you. All the newest colorings, as well as navy and black.

*Rich Broadcloths, Soft Warm Velours, the New Pom Pom, Elegant
Bolivia, Silvertone Velour, Velour de Laine, Duvetyne, Zibeline.*

Fur trimmings consist of Seal, Wolf, Beaver, Raccoon, Squirrel—and there is nothing quite so effective.

*The specialization of the mode is one of the greatest charms—that is, coats
for every hour and occasion, and to suit the numerous types of figures.*

Prices Range from \$45.00 to \$225.00

The Simplicity of the New Style Themes in FROCKS AND GOWNS

For Street, Afternoon, Calling, Church, Theater, Restaurant and Evening

DISTINCTIVE DAYTIME FROCKS

Of Tricotine, Serge, Poirer Twill, Wool Jersey, many models; satin and woolen materials are effectively combined when the garment is not made entirely of wool.

AFTERNOON AND DINNER GOWNS

A discriminating selection of beautiful effects from Bernard, Premet, Lanvin and other Parisian couturieres. These creations are of satin, Georgette and other rich materials.

EVENING GOWNS

Of handsome Brocades, Nets, Soft Taffeta and Satins; all exclusive and beautiful.

ULTRA FASHIONABLE SUITS---EXCLUSIVE MODELS Examples of the Finest Tailoring and Materials

LATEST authentic types of Handsome and Ultra-fashionable Suits, distinguished by all the features that please the exclusive taste.

In every model shown in this collection of fine suits you will see designs, trimmings and lines that are quite different. They just overstep the line of severe tailored effects, yet remain distinctly away from elaborateness. They are essentially garments for dress occasions when a more elaborate suit can be worn with good taste and should be worn for good style.

*Every one is a most recent design, and every suit
a handsome creation, suitably expressed*

Fabrics of beauty and richness, extremely light of weight but noted for warmth and beauty; each suit ideally adapted to the material in which it is shown.

*Chiffon Velvets, French Velveteen, Bolivia Cloth, Duvetyne, Velour Cloth, Velour de Laine,
Broadcloth, Russian Cord, Gabardine, Men's Wear Serge, Homespuns and Wool Jersey.
Colors to please every fancy and style demand.*

Trimmings, while limited in quantity have a very important usage—rather the way in which they are used is very important. Hand embroideries done in silk and wool; Velvets and Furs give a rich wintry becomingness; buttons and braids still supply some very effective modes.

Coats in various lengths to suit one's own particular idea and figure, as women are not obliged to choose a coat of one particular length this year.

New Bustle Skirts are here, the Plain Skirts and the Plaited Skirts.

A more tempting fashionable array of Suits has never been shown by us, \$45 to \$225.

Third floor—G st.

Woodward & Lothrop

OFFICERS IN THE U. S. SERVICE

Will be given a special 1-year storage rate for the duration of the war —to store their Civilian Clothes, Dress or Other Uniforms not required for use at this time or while in active service.

Only the charge for one year will be made regardless of the length of the war. You are guaranteed absolutely safe storage.

Cold Storage Vault—Seventh floor.

A New Shipment of PRETTY COLORED UMBRELLAS

Specially Priced at \$3.75

The fashion for these umbrellas in pretty colors is so great that it is difficult for us to keep them in stock, and added to their pretty color is the beauty and novelty of the handles and the cord loops for hanging over the wrists. The colors are navy, myrtle, purple, black and hunter's green.

For the Little Miss—"The Cutie" Umbrella

Made on 18-inch frame and covered with good quality Gloria Cloth, and 5-inch mission wood handle has the wrist cord loop, making it the very latest fashion. \$1.25.

Main floor—G street entrance.

NEW MODES IN BLOUSES

There was never a better time than now to choose.

Persian and novelty effects in Chiffon Blouses—magnificent colorings with the attractive rolled collars, \$10.75; another of Black and White Chiffon with black covered buttons, \$10.00.

Georgette Crepe Blouses in many wonderfully attractive modes—frilled, lace-trimmed, tucked, hand-embroidered and beaded, \$5.75 to \$25.

Tailored and semi-tailored Crepe de Chine Blouses, convertible, flat and rolled collars, \$3.50 to \$6.75.

Hand-made Voile Blouses, attractively made and trimmed, \$5.75 to \$12.50.

Handkerchief Linen Blouses in white and novelty colors; very attractive hand-embroidered and lace-trimmed designs.

Third floor—G st.

NEW SKIRTS

**Fashion Knows No Law But
Smart Appearance**

And here our assortments adapt themselves to every possible requirement.

Stunning New Sports Skirts, full plaited, plain tailored and side plaited with large patch or inlaid pockets. Green and Blue Plaids, Gray and Black Stripes, Smart Checks, English Tweeds. \$12.75 to \$25.00.

Black Satin, Broadcloth, Velvet and Faille Skirts, bustle effects and plain and full plaited models, \$10.00 to \$29.75.

Navy Blue and Black Serge Skirts, splendid quality, \$5.75.

Third floor—G st.

Women's New Street Gloves That Are Easily Washed

Not only new and easily washed, but retain their beauty with washing; splendid quality and latest styles.

Women's One-clasp Washable Doeskin Gloves, white and natural color, \$1.50 pair.

Women's 2-pearl-button length Washable Doeskin Gloves; in white only. \$2.00 pair.

Women's 1-clasp Washable Kidskin Gloves, P. X. M. and Pique seam, in white, gray, pearl and Newport shades, with self or three rows of fancy embroidery. \$2.00 pair.

Main floor—Center.

While We Do not Wish to Appear Unduly Alarming

We most urgently suggest that you place your order now for Engraving Personal Christmas Greeting Cards.

We very much fear that much disappointment will occur unless this is done. Besides there are decided advantages in placing orders now in the matter of choice selection.

Main floor—Eleventh st.

Pretty Neckwear Brightens Up a Costume So

Frocks, Suits and Coats can be greatly improved by wearing some of the pretty new neckwear.

High-neck Chemisettes of Net, Georgette Crepe; a variety of styles in plain, hemstitched, lace-trimmed, hand-embroidered and fine tucked.

\$1.00 to \$3.00.

New White Broadcloth and Sammie Cloth Collars, in Tuxedo, flat-rolling and pointed shapes; a combination of Satin and Sammie cloth in round roll effect is \$2.25, and others are trimmed and bound with silk braid in tailored finish.

\$1.25 to \$2.25.

Stock Jabots—new effects in fine laces, plain nets, hand-embroidered net and plain organdy.

\$1.00 to \$5.00.

New long roll collars of satin and pique; popular for wear with coat or serge dresses.

50c each

The Victor Windsor Tie—the newest shape, in black, red, white, brown, green and Pekin blue; 1½ yards long; hemstitched ends.

\$1.00 each.

Main floor—G st.

NEW MOTOR ROBES

Correspond in Color with the Interior of the Car.

You must be warm and comfortable in order to enjoy motoring during the bleak days of autumn and the cold days of winter. A motor robe contributes much to warmth. We are just in receipt of some beautiful, cozy robes in plain colors and fancy ones to harmonize and match the interior of the car. There are special sorts for open cars and for limousines and town cars.

Solid-color Double Plush Robes, blue, brown, green and black, \$10.00.

Mohair Motor Robes, plush faced; plain back; blue, green and black colors; \$18.00 and \$20.00.

High-grade Crush Plush Robes, plush back, crush plush facing; taupe, brown, gray, blue and Burgundy, \$28.00.

Mohair Plush Robes in leopard colorings, \$18.00.

Soft Plain-colored Mohair Plush Robes, for limousines, \$18.00.

Strictly All-wool Plaid Shawls; tan, blue and green colors; \$9.00, \$12.00, \$13.50 and \$15.00.

Strictly All-wool Plaid Robes, with reverse side plain; hemmed, \$9.00, \$12.00 and \$15.00.

Main floor—F st.

HOME-MAKERS

—should not fail to see the newest bathroom luxuries on the fifth floor, F street side. They include sponge holders, 65c each; nickel robe hooks, 25c and 35c each; very good robe hooks, 10c each; the most durable and useful bathtub seats, 50c each and \$2.50 each; long rubber bath sprays, with all the latest fixtures, 75c each. A household necessity is the roll or flat toilet paper holder. Because it prevents all waste of paper, it is a money saver. Price, 10c each.

The new stock of Cocoa door mats includes a special door mat to fit in the back of Ford cars. Price, \$1.75. These mats are all of the best material, and in various sizes to suit any door. Prices, \$1.35 to \$3.50.

The new combination wardrobe set, the Wishbone, a wonderful space economy, accommodates almost an entire family outfit, in a small closet. This new patent has no less than eight hangers in an adjustable metal bracket. Price, complete, \$4.36.

A new and most complete kitchen necessity is the latest improved McDougal Cabinet. It is built of solid oak, lined with white enamel, with aluminum fixtures. These include flour bin with the latest patent sifter; coffee, tea, sugar holders; pan rack, bread box; cook book rack; a daily note book; places for knives, forks, spoons, and other kitchen utensils. Price, complete, \$37.50. A smaller cabinet, that is also complete, is \$24.50.

Fifth floor—F street side.